




Illinois Library Association

A large, stylized rainbow graphic composed of concentric, semi-circular bands in a gradient of colors from red to yellow to green, positioned in the upper left quadrant of the slide.

READY SET ADVOCATE

Three-Module Library Advocacy Training Package

MODULE TWO

SET the Stage to Build and
Tell Your Library Message and Stories



Introductions



READY, SET, ADVOCATE!

- Part of the Illinois Library Association's sustained program of advocacy training for library staff, trustees, friends, and other supporters.
- A three-module program that provides the skills you need to become a successful advocate for your library.
- Each online module corresponds to a section in the ILA Library Advocacy Tool Kit, which contains additional tip sheets and links for libraries of all types and all kinds Tool Kit of library supporters.
- Based on the best practices of other successful training programs such as the ALA "Advocacy Boot Camp," other state association programs, and best practices from other groups.



READY, SET, ADVOCATE!

- **Module One:** Getting READY to understand advocacy and the role it plays in your library
- **Module Two:** SET the stage to build and tell your library story/message
- **Module Three:** ADVOCATE and act now!





Your Library Message: The “Big Picture”

- Libraries transform lives
- Libraries transform communities
- Libraries are essential to lifelong learning
- Libraries are a smart investment—and an incredible value for your tax dollar
- Libraries are first responders—for those needing information and assistance
- Libraries are vital to a robust recovery
- Libraries are “bigger than a building”



Your Local Library Message

- What is unique and special about your library?
- What are your local library's issues?
- How is the library making a difference in your community?
- How has the library served your community during the pandemic?
- How will your library help drive the recovery?
- What are your goals and plans?
- Are you looking to add services, hours?
- Are you looking to expand or renovate?
- How will these plans make a difference in your community?



Data is important

but data—and stories—are even more powerful!



Using Real Stories to Show Your Library's Impact – and Value

Remember...

The best advocates for change are those people who can tell a story that moves people to action...and you are the one who knows those stories best.





Building Your Library Story

Build your story—ask yourself:

- Give me the problem
- Give me a library intervention
- Give me a happy ending
- Give me one fact
- Give me a real person
- Give me a “phrase that pays”





Capturing those stories

- Have a place for library patrons to write, text or email their library experience
- Learn how to capture stories yourself
- Encourage people to share photos (with permission of course!)
- Post stories and photos on social media





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Successful Advocacy Needs a Plan

- 1** Set your goals and key issues:
What are you advocating for?
- 2** Who is the audience you are advocating to?
- 3** Develop your talking points
- 4** Communicate your message:
newsletters, social media, emailing,
press releases, presentations
- 5** Who is going to deliver
the message?
- 6** Build your network: Who are
your key advocates to help
you with your messaging?



Remember... You Are Not Alone!

- Illinois Library Association,
www.ila.org/advocacy
- American Library Association,
www.ala.org/advocacy
- Reaching Across Illinois Library System,
www.railslibraries.info
- Illinois Heartland Library System,
www.illinoisheartland.org
- Illinois State Library,
**[www.cyberdriveillinois.com/
departments/library/](http://www.cyberdriveillinois.com/departments/library/)**
- Illinois Association of School
Library Educators (AISLE),
www.aisled.org
- Consortium of Academic and
Research Libraries in Illinois (CARLI),
www.carli.illinois.edu



Thank you!

Questions? Answers?

